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We make the rest.®**

Of course KI solutions work better for you. They're made for you. No one pays more attention to customer needs than we do. We don't design our furniture to win awards (even though it does). We don't rely on one-size-fits-all solutions (even though they would make our life easier). We find out what you need. And, we make it. The same applies to our service, distribution channels ... everything we do. It's all built around knowing what you want and giving you the choice. KI solutions work, because we're working for you.

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What is Strive?

Strive is an approach to designing products responsibly and economically.

- Focus on the essential.
- Remove the superfluous.
- Conserve what is limited.

Giancarlo Piretti is the creator of the Strive Collection. Piretti's goal throughout his 40 years of design has been:

To bring the comfort of an articulating chair to the widest possible audience.

To reach a broad audience requires an affordable price point. An affordable price implies –
Low-cost materials
Small number of components
Minimal assembly

To create a simple product is much more difficult than to create a complex product. It requires insight into:

- What is essential and what is non-essential in a design.
- How low-cost materials can be used in innovative ways.

Polypropylene is the lowest cost of all plastics. Plus, it is elastic -- it can bend or flex. However, it has one drawback – it lacks rigidity. Without rigidity, a flexing back made of polypropylene will collapse.

Strive's rigidity or structure is provided by two thin-diameter steel rods that are inserted into the back. So, as you relax in Strive, the polypropylene back flexes – thanks to the nature of the material and the slats in the back – yet provides support (rigidity) due to the steel rods.

A simple design utilizing a small number of low-cost components – that's Strive.

"Ecologically aware", 100% recyclable seating - that's Strive

A low-priced articulating chair that almost everyone can afford – that's Strive.

The Value Proposition

The Strive Collection brings flex comfort to a broad audience due to its low price, while providing a consistent design language that extends to stack chairs, cafe stools, nesting chairs, task chairs, task stools, and fixed seating.





Key Selling Points

1. Comfort
 - Flexing back encourages movement resulting in muscle relaxation and increased blood circulation.
 - RADIUS back conforms to the user's back to provide exceptional support.
 - Contoured seat dissipates pressure points.
2. Common Look
 - Clean, contemporary style extends throughout the collection... stack chairs, cafe stools, nesting chairs, task chairs, task stools, and fixed seating
 - Common look enables clients to maintain a consistent style throughout a facility.
 - Simple design blends with a wide variety of architectural and interior plans.
3. Affordability
 - By using inexpensive materials and an ingenious design, the Strive Collection achieves a low price point.
 - Strive's low price extends the health benefits of flex seating to a broader audience than previously possible.
 - By saving budget dollars on seating projects, clients are able to upgrade other furniture or interior elements.

Strive Product Definition

The Strive Collection is an entire family of seating utilizing a common design vocabulary.

What this means to your client is that they can achieve a consistent look throughout their facility by using Strive.

Strive Collection consists of the following:

Four Leg Stack Chair

Armless – Cantilevered Arm – Loop Arm
Tablet, right- and left-hand
Glides (plastic or steel) or Casters
Polypropylene seat and back, or upholstered seat

Full Sled Base Stack Chair

Armless – Cantilevered Arm
Glides (plastic or steel)
Polypropylene seat and back, or upholstered seat

Cafe Stool

Armless - Cantilevered Arm
Glides (plastic or steel)
Polypropylene seat and back, or upholstered seat

Task Chair

Armless – Cantilevered Arm
Casters, hard and soft
Polypropylene seat and back, or upholstered seat

Task Stool

Armless - Cantilevered Arm
Casters, hard and soft
Polypropylene seat and back, or upholstered seat



Fixed Seating

Armless – Cantilevered Arm
Polypropylene seat and back, or upholstered seat

A nesting chair will be added to the collection in late 2008.
All Strive models have a CAL TB 133 option.
Greenguard certified.

Finishes: 11 poly colors, 12 powdercoats plus chrome

Upholstery: KI in-grades, Pallas, 2V vinyl, COM, COV

Positioning Strive to A/D

The Strive theme for A/D is SIMPLICITY.

SIMPLICITY is rapidly becoming a common refrain in many areas of life. It has inherent appeal while providing reassurance in the face of growing complexity.

How does the Strive Collection embody SIMPLICITY? In three ways:

SIMPLICITY in form

- Clean
- Elegant
- Contemporary

SIMPLICITY in motion

- Polypropylene with slats to allow back flex
- Thin-diameter steel rods to provide rigidity

SIMPLICITY in principle

- Conserves budget dollars through the use of inexpensive materials and an ingenious design
- Preserves natural resources through the use of recyclable materials

Positioning Strive to Facilities

The primary theme for Facilities is LOW COST PER YEAR OF SERVICE.

LOW COST derives from the low initial purchase price coupled with years of trouble-free service –

- No mechanism to break
- Wire rod cycled one million times without failure

The secondary theme for Facilities is the ability to upgrade comfort throughout a facility while staying within budget.